Status: Initializing TCP/IP using (UseTelnetProto 1 ServiceID pto-dialog)
Trying 3106900061...Open

DIALOG INFORMATION SERVICES
PLEASE LOGON:
 ******** HHHHHHHH SSSSSSSS?
Status: Signing onto Dialog
 ****
ENTER PASSWORD:
 ******** HHHHHHHH SSSSSSSS? ********
Welcome to DIALOG
Status: Connected

Dialog level 00.12.12D

Last logoff: 07mar01 12:30:15
Logon file405 08mar01 18:03:35
               *** ANNOUNCEMENT ***
                      ***
NEW FILE RELEASED
***Investext PDF Index (File 745)
***Daily and Sunday Telegraph (London) Papers (File 756)
***The Mirror Group Publications (United Kingdom) (File 757)
***Reuters Business Insight (File 759)

UPDATING RESUMED
***Books In Print (File 470)
***Extel News Cards from Primark (File 501)
***TFSD Ownership Database (File 540)
                      ***
RELOADED
***Kompass Asia/Pacific (File 592)
***Kompass Central/Eastern Europe (File 593)
***Kompass Latin America (File 586)
***Brands and their Companies (File 116)
***Kompass USA (File 584)
***Kompass Canada (File 594)
***PsycINFO (File 11)

FILES REMOVED
***EconBase (File 565)
***Unlisted Drugs (File 140)

>>>Get immediate news with Dialog's First Release
   news service. First Release updates major newswire
   databases within 15 minutes of transmission over the
   wire. First Release provides full Dialog searchability
   and full-text features. To search First Release files in
   OneSearch simply BEGIN FIRST for coverage from Dialog's
   broad spectrum of news wires.

      >>> Enter BEGIN HOMEBASE for Dialog Announcements <<<
      >>>   of new databases, price changes, etc.   <<<
                      ****
KWIC is set to 50.
HILIGHT set on as '*'
COREDBS is set ON as an alias for 15,9,623,810,275,624,636,621,813,16,160,148,20,77,35,
583,65,2,233,99,473,474,475,278,634,256.
SUBCL14 is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.
*** NEW Current Year Ranges Install   ***

SYSTEM:HOME
Menu System II: D2 version 1.7.8 term=ASCII

```
         *** ●ALOG HOMEBASE(SM) Main Menu ***●
```

Information:
1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:
6. DIALOG(R) Document Delivery
7. Data Star(R)

/H = Help   /L = Logoff   /NOMENU = Command Mode

Enter an option number to view information or to connect to an online
service. Enter a BEGIN command plus a file number to search a database
(e.g., B1 for ERIC).

?b coredbs,subcl14,47

*All requisite
non-patent files
for 705/26*

```
        08mar01 18:04:18 User264667 Session D18.1
             $0.00     0.228 DialUnits FileHomeBase
        $0.00   Estimated cost FileHomeBase
        $0.04   TYMNET
        $0.04   Estimated cost this search
        $0.04   Estimated total session cost   0.228 DialUnits
```

SYSTEM:OS - DIALOG OneSearch
  File 15:ABI/Inform(R)   1971-2001/Mar 08
         (c) 2001 Bell & Howell
  File   9:Business & Industry(R)   Jul/1994-2001/Mar 07
         (c) 2001 Resp. DB Svcs.
  File 623:Business Week 1985-2001/Mar W1
         (c) 2001 The McGraw-Hill Companies Inc
  File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
  File 275:Gale Group Computer DB(TM)   1983-2001/Mar 07
         (c) 2001 The Gale Group
  File 624:McGraw-Hill Publications 1985-2001/Mar 08
         (c) 2001 McGraw-Hill Co. Inc
  File 636:Gale Group Newsletter DB(TM)   1987-2001/Mar 07
         (c) 2001 The Gale Group
  File 621:Gale Group New Prod.Annou.(R)   1985-2001/Mar 07
         (c) 2001 The Gale Group
  File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
  File 16:Gale Group PROMT(R)   1990-2001/Mar 07
         (c) 2001 The Gale Group
  File 160:Gale Group PROMT(R)   1972-1989
         (c) 1999 The Gale Group
  File 148:Gale Group Trade & Industry DB 1976-2001/Mar 07
         (c)2001 The Gale Group
  File 20:World Reporter 1997-2001/Mar 08
         (c) 2001 The Dialog Corporation
  File 77:Conference Papers Index 1973-2001/Mar
         (c) 2001 Cambridge Sci Abs
  File 35:Dissertation Abstracts Online 1861-2001/Feb
         (c) 2001 UMI
  File 583:Gale Group Globalbase(TM)   1986-2001/Mar 08
         (c) 2001 The Gale Group
  File 65:Inside Conferences 1993-2001/Feb W4
         (c) 2001 BLDSC all rts. reserv.
*File 65: CD=2000 and CY=2000 are not fully functioning.

*Listing
of files*

2/16

Please see Help News65 for details.
   File   2:INSPEC 1969-2001/Mar W1
          (c) 2001 Institution of Electrical Engineers
*File   2: Please note new price changes effective January 1, 2001.
See Help Rates2 for details.
   File 233:Internet & Personal Comp. Abs. 1981-2001/Mar
          (c) 2001 Info. Today Inc.
   File 99:Wilson Appl. Sci & Tech Abs 1983-2001/Jan
          (c) 2001 The HW Wilson Co.
   File 473:Financial Times Abstracts 1998-2001/Mar 07
          (c) 2001 The New York Times
   File 474:New York Times Abs 1969-2001/Mar 07
          (c) 2001 The New York Times
   File 475:Wall Street Journal Abs 1973-2001/Mar 07
          (c) 2001 The New York Times
   File 278:Microcomputer Software Guide 2001/Feb
          (c) 2001 Reed Elsevier Inc.
   File 634:San Jose Mercury   Jun 1985-2001/Mar 04
          (c) 2001 San Jose Mercury News
   File 256:SoftBase:Reviews,Companies&Prods. 85-2001/Jan
          (c)2001 Info.Sources Inc
   File 635:Business Dateline(R) 1985-2001/Mar 08
          (c) 2001 Bell & Howell
   File 570:Gale Group MARS(R) 1984-2001/Mar 07
          (c) 2001 The Gale Group
   File 146:Washington Post Online 1983-2001/Mar 06
          (c) 2001 Washington Post
   File 387:The Denver Post 1994-2001/Mar 07
          (c) 2001 Denver Post
   File 471:New York Times Fulltext-90 Day 2001/Mar 08
          (c) 2001 The New York Times
   File 492:Arizona Repub/Phoenix Gaz 19862001/Mar 06
          (c) 2001 Phoenix Newspapers
   File 494:St LouisPost-Dispatch 1988-2001/Mar 08
          (c) 2001 St Louis Post-Dispatch
   File 498:Detroit Free Press 1987-2001/Mar 06
          (c) 2001 Detroit Free Press Inc.
   File 630:Los Angeles Times 1993-2001/Mar 08
          (c) 2001 Los Angeles Times
   File 631:Boston Globe 1980-2001/Mar 07
          (c) 2001 Boston Globe
   File 632:Chicago Tribune 1985-2001/Mar 08
          (c) 2001 Chicago Tribune
   File 633:Phil.Inquirer 1983-2001/Feb 27
          (c) 2001 Philadelphia Newspapers Inc
   File 638:Newsday/New York Newsday 1987-2001/Mar 06
          (c) 2001 Newsday Inc.
   File 640:San Francisco Chronicle 1988-2001/Mar 08
          (c) 2001 Chronicle Publ. Co.
   File 641:Rocky Mountain News   Jun 1989-2001/Mar 04
          (c) 2001 Scripps Howard News
   File 702:Miami Herald 1983-2001/Mar 07
          (c) 2001 The Miami Herald Publishing Co.
   File 703:USA Today 1989-2001/Mar 07
          (c) 2001 USA Today
   File 704:(Portland)The Oregonian 1989-2001/Mar 02
          (c) 2001 The Oregonian
   File 713:Atlanta J/Const. 1989-2001/Mar 08
          (c) 2001 Atlanta Newspapers
   File 714:(Baltimore) The Sun 1990-2001/Mar 07
          (c) 2001 Baltimore Sun
   File 715:Christian Sci.Mon. 1989-2001/Mar 08
          (c) 2001 Christian Science Monitor
   File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13
          (c) 2000 The Plain Dealer
   File 735:St. Petersburg Times 1989- 2000/Nov 01
          (c) 2000 St. Petersburg Times

3/16

```
       Set   Items   Description
       ---   -----   -----------
?s track???(3n)referral? ?
Processed  30 of  55 files ...
Processing
Completed processing all files
        3345394   TRACK???
         224739   REFERRAL? ?
    S1     1316   TRACK???(3N)REFERRAL? ?
?s s1 AND (user? ? OR client? ? OR person?? OR customer? ? OR viewer? ? OR consumer? ?)
(3n)
>>>Possible typing error near end of command
?s s1 AND (user? ? OR client? ? OR person?? OR customer? ? OR viewer? ? OR consumer? ?)
(3n)refer????
Processing
Processing
Processing
Processing
Processed  10 of  55 files ...
Processing
Processing
Processing
Processed  20 of  55 files ...
Processing
Processed  30 of  55 files ...
Processing
Processed  40 of  55 files ...
Processing
Completed processing all files
          1316   S1
       4963334   USER? ?
       3454399   CLIENT? ?
       7589903   PERSON??
       8054308   CUSTOMER? ?
        636734   VIEWER? ?
       5354593   CONSUMER? ?
       3309488   REFER????
         88368   (((((USER? ? OR CLIENT? ?) OR PERSON??) OR CUSTOMER? ?)
                 OR VIEWER? ?) OR CONSUMER? ?)(3N)REFER????
    S2      281   S1 AND (USER? ? OR CLIENT? ? OR PERSON?? OR CUSTOMER? ?
                 OR VIEWER? ? OR CONSUMER? ?)(3N)REFER????
?s s2 AND (web OR WWW OR internet OR hyperlink OR webpage)
Processing
Processed  10 of  55 files ...
Completed processing all files
           281   S2
       4483494   WEB
       5620776   WWW
       5095604   INTERNET
         11567   HYPERLINK
          3608   WEBPAGE
    S3      186   S2 AND (WEB OR WWW OR INTERNET OR HYPERLINK OR WEBPAGE)
```

?rd

...examined 50 records   (50)
...examined 50 records   (100)
...examined 50 records   (150)
...completed examining records
       S4   72 RD (unique items)
?s s4 AND (referred OR referring OR refers)
            72 S4
       690380 REFERRED
       615953 REFERRING
       289687 REFERS
       S5   18 S4 AND (REFERRED OR REFERRING OR REFERS)
?t s5/3/all

 5/3/1   (Item 1 from file: 15)
DIALOG(R)File   15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

02112892 66845819
Building the bridge
Harris, Craig
Canadian Insurance v105n13 PP: 14-17 Dec 2000
ISSN: 0008-3879 JRNL CODE: CIN
WORD COUNT: 1480

 5/3/2   (Item 2 from file: 15)
DIALOG(R)File   15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

02101798 65686000
How to create an employee referral program that really works
Morehart, Kerri Koss
HR Focus v78n1 PP: 3-5 Jan 2001
ISSN: 1059-6038 JRNL CODE: PER
WORD COUNT: 1560

 5/3/3   (Item 3 from file: 15)
DIALOG(R)File   15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

02006526 50848556
Business lessons from online porn
Glidewell, Richard A
Upside v12n4 PP: 194-208 Apr 2000
ISSN: 1052-0341 JRNL CODE: UPS
WORD COUNT: 4765

 5/3/4   (Item 4 from file: 15)
DIALOG(R)File   15:ABI/Inform(R)
(c) 2001 Bell & Howell. All rts. reserv.

01373292 00-24279
Medicare beneficiary counseling programs: What are they and do they work?
McCormack, Lauren A; Schnaier, Jenny A; Lee, A James; Garfinkel, Steven A
Health Care Financing Review v18n1 PP: 127-140 Fall 1996
ISSN: 0195-8631 JRNL CODE: HCF
WORD COUNT: 6223

 5/3/5   (Item 5 from file: 15)

5/16

01186403 98-35798
Tailoring retailing to fit banking: What works and what doesn't
Wayne, Beverly K; Wayne, Curtis B
Bank Marketing v28n2 PP: 43-47 Feb 1996
ISSN: 0888-3149 JRNL CODE: BNM
WORD COUNT: 3313

5/3/6   (Item 1 from file: 9)

02716432 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Maxim Group changes identity, adds new e-company
(Flooring America to introduce everythingdecor.com, an online home
furnishing retail site, later in 2/00)
National Home Center News, v 26, n 3, p 12+
February 07, 2000
DOCUMENT TYPE: Journal ISSN: 0192-6772 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 776

5/3/7   (Item 1 from file: 621)

02685085   Supplier Number: 66156594 (USE FORMAT 7 FOR FULLTEXT)
CareerRewards Releases Online Wizard That Allows Employers To Create An
Automated, *Web*-Based Employee Referral Program In 15 Minutes.
Business Wire, p2595
Oct 17, 2000
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 595

5/3/8   (Item 2 from file: 621)

02458065   Supplier Number: 61521081 (USE FORMAT 7 FOR FULLTEXT)
Career Rewards, Inc. is First-to-Market With TeamRewards *Internet*-Based
Employee Referral Management System.
Business Wire, p1363
April 17, 2000
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 660

5/3/9   (Item 3 from file: 621)

02176333   Supplier Number: 55797425 (USE FORMAT 7 FOR FULLTEXT)
Leading *Web* Host, *Internet* Communications, Shares Profits Through
Valuable Associate Program.
PR Newswire, p9318
Sept 20, 1999
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 693

full below

6/16

5/3/10   (Item 4 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2001 The Gale Group. All rts. reserv.

02112026   Supplier Number: 55057057 (USE FORMAT 7 FOR FULLTEXT)
Anything *Internet*'s AnythingPC Unit Launches New Affiliates Program.
Business Wire, p0111
July 2, 1999
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 566

   5/3/11   (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2001 The Gale Group. All rts. reserv.

07092998   Supplier Number: 59843891 (USE FORMAT 7 FOR FULLTEXT)
Maxim Group changes identity, adds new e-company.
TORIELLO, MONICA
National Home Center News, v26, n3, p12
Feb 7, 2000
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 790

   5/3/12   (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2001 The Gale Group. All rts. reserv.

05687253   Supplier Number: 53576844 (USE FORMAT 7 FOR FULLTEXT)
Donnelley offers *Web* option for catalogers.(R.R. Donnelley's SelectSource
 online hosting and publishing service)(Company Business and Marketing)
The Seybold Report on Internet Publishing, v10, n2, pNA(1)
June, 1998
Language: English   Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 768

   5/3/13   (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2001 The Gale Group. All rts. reserv.

05350575   Supplier Number: 48138951 (USE FORMAT 7 FOR FULLTEXT)
How much is your customer database worth?
Taylor, David S.; Harshaw, Richard
Air Conditioning, Heating & Refrigeration News, p10
Nov 24, 1997
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1247

   5/3/14   (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2001 The Gale Group. All rts. reserv.

09756910   SUPPLIER NUMBER: 19770157   (USE FORMAT 7 OR 9 FOR FULL TEXT)
Cross-prospecting draws leads. (insurance agents, developing proactive ways
 to ask for referrals)
Shulman, Alan L.
National Underwriter Property & Casualty-Risk & Benefits Management, v101,
n37, p2(3)
Sep 15, 1997

ISSN: 1042-6841   LAN●AGE: English   RECORD TYPE: ●ltext
WORD COUNT: 1307   LI●●COUNT: 00112

5/3/15   (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2001 The Gale Group. All rts. reserv.

09293145   SUPPLIER NUMBER: 19033707   (USE FORMAT 7 OR 9 FOR FULL TEXT)
**Compliance inspections and examinations by the Securities and Exchange
Commission.**
Richard, Lori; Walsh, John
Business Lawyer, 52, n1, 119-158
Nov, 1996
ISSN: 0007-6899   LANGUAGE: English   RECORD TYPE: Fulltext; Abstract
WORD COUNT: 19434   LINE COUNT: 01635

5/3/16   (Item 1 from file: 20)
DIALOG(R)File 20:World Reporter
(c) 2001 The Dialog Corporation. All rts. reserv.

10221205 (USE FORMAT 7 OR 9 FOR FULLTEXT)
**ezlongdistance.com Announces a Better Way for Consumers to Take Control Of
  Their Long Distance Calling Rates!**
PR NEWSWIRE
March 23, 2000
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 387

5/3/17   (Item 1 from file: 630)
DIALOG(R)File 630:Los Angeles Times
(c) 2001 Los Angeles Times. All rts. reserv.

01581520 (USE FORMAT 7 FOR FULLTEXT)
YOUR COMPANY / News, Trends and Help for Growing Companies
EVERY WEDNESDAY
**BUSINESS MAKE-OVER / Southern California Companies Learning How to Succeed
Firm Should Spotlight Its Behind-the-Scenes Service**
CYNDIA ZWAHLEN, SPECIAL TO THE TIMES
Los Angeles Times , Home Edition ed, colC, p6
Wednesday August 30, 2000
DOCUMENT TYPE: Infobox
SECTION HEADING: Financial Desk
WORD COUNT: 1578

5/3/18   (Item 1 from file: 631)
DIALOG(R)File 631:Boston Globe
(c) 2001 Boston Globe. All rts. reserv.

10792159
HIRE AUTHORITIES DO THE BOSSES STILL HOLD THE EDGE IN THE HIRING PROCESS?
Boston Globe (BG) - Wednesday, October 18, 2000
By: Moderated by Scott Kirsner-
Edition: THIRD Section: Business Page: D6
Word Count: 2,996
?t s5/full/9,10,13,14

5/9/9   (Item 3 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2001 The Gale Group. All rts. reserv.

02176333   Supplier Number: 55797425 (THIS IS THE FULLTEXT)
**Leading *Web* Host, *Internet* Communications, Shares Profits Through
  Valuable Associate Program.**

8/16

TEXT:
Worldwide Participants Earn Significant Commissions for Referrals

LOS ANGELES, Sept. 20 /PRNewswire/ -- *Internet* Communications (*www*
.icom.com), a leading *Web* hosting provider, today announced the
registration of its 1,800th member in its Associate Program, which offers a
$50 commission for every referral who signs up for a two-year ECCO(TM)
package, $35 for every new annual ECCO client, and $20 for every new
quarterly ECCO *client* *referred*.

Internet Communications' (or Icom's) parent company, B.N.
Technology, Inc., is a wholly-owned subsidiary of Interliant, Inc. (Nasdaq:
INIT).

The innovative Associate Program was launched in April of this year
and is now registering new associates from around the world at a rate of
approximately 300 per month.

One of the best price-versus-performance *Web* site solutions
available, the ECCO package is Icom's least expensive package at $8.25 per
month for a one-year or longer contract, or $9.95 per month on a
three-month contract. A one-time $49 fee is due upon sign-up and-though
Icom handles all domain registration paperwork-the International Network
Information Center directly bills clients $70 for registering a new domain
name.

The ECCO package includes: A domain (YourName.com); 45 MB of *Web*
server space; 1 POP email account; unlimited email forwarding; unlimited
traffic/hits/updates; a CGI-bin directory; 100 mbps ATM connection;
FrontPage98(TM) extensions; and access to Icom's CGI and Java libraries.
There are no hidden charges or fees.

"Our mission has always been to make the best services available to
people at the lowest price possible," says Ben Neumann, president and CEO
of Icom. "Our very popular Associate Program, which we conceived and
designed internally, allows us to offer a fair share of our profits to
those who refer us. It's been very successful," he adds.

Those interested in joining the Associate Program-which offers easy
Web site configuration, real-time *tracking* of *referrals* and monthly
reward checks (paid in US currency)-can enroll at Icom's Associate Lounge,
located at http://associates.icom.com.

About *Internet* Communications

Founded in 1995, *Internet* Communications is a pioneer in the
discount *Web* hosting market, offering some of the industry's most
affordable, high-speed *Web* site and server hosting services to business
and individual users worldwide. The company provides its customers a wide
range of *Internet* services, including email accounts and *Web* site
design, promotion and e-commerce solutions. Icom's parent company, B.N.
Technology, Inc., is a wholly-owned subsidiary of Interliant, Inc., by
which it was acquired in September, 1998. For more information about Icom,
please contact Roger Darnell at (310) 821-6100, ext. 103, or at
rdarnell@terpin.com.

About Interliant, Inc.

Interliant, Inc. (*www*.interliant.com) is a leading provider of
Web site hosting, application hosting and enhanced *Internet* services.
These services enable customers of all sizes to capitalize on the latest
Web-based technologies quickly and cost-effectively by relieving them of
the burdens associated with building, managing and maintaining the
infrastructure required to support mission-critical applications. By
offering a comprehensive suite of hosting and IT consulting services,
including virtual, dedicated, co-location hosting solutions and application
and groupware hosting, Interliant is able to meet the needs of any size
business and to grow with its customers. Interliant currently has three
primary state- of-the-art data centers located in Atlanta, Houston and the
Washington D.C. area. The Company's corporate headquarters are located in
Purchase, New York. For Interliant media inquiries, please contact Julie
Belan, Lois Paul & Partners at (512) 638-5311 or at julie_belan@lpp.com.

This press release contains forward-looking statements within the

meaning of Section 27a of the Securities Act of 1933 and ●tion 21e of the
Exchange Act. Actual res●●●s could differ materially from ●hose projected
in the forward-looking statements as a result of certain risks including
that the benefits expected by the companies as a result of the announcement
may not occur. Forward-looking statements contained in this press release
are also subject to other risks and uncertainties, including those
discussed in the registration statement and other filings made by companies
with the securities and exchange commission.
        Interliant is a registered trademark of Interliant, Inc. *Internet*
Communications and Icom is a pending trademark of B.N. Technology, Inc., a
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PUBLISHER NAME: PR Newswire Association, Inc.
COMPANY NAMES: *ICOM Inc. (Mayfield Village, Ohio); Interliant Inc.
GEOGRAPHIC NAMES: *1USA (United States)
PRODUCT NAMES: *7372000   (Computer Software)
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)
SIC CODES: 7372 (Prepackaged software)
NAICS CODES: 51121 (Software Publishers)

 5/9/10   (Item 4 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2001 The Gale Group. All rts. reserv.

02112026   Supplier Number: 55057057 (THIS IS THE FULLTEXT)
Anything *Internet*'s AnythingPC Unit Launches New Affiliates Program.
Business Wire, p0111
July 2, 1999
Language: English   Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 566
TEXT:
 COLORADO SPRINGS, Colo.--(BUSINESS WIRE)--July 2, 1999--
    Anything *Internet* Corporation (OTC BB:ANYI) (OTC BB:BANY) announces
the launching by its wholly owned subsidiary, AnythingPC *Internet*
Corporation, of a new Affiliates Program for its computer *Internet*
storefronts.
        The AnythingPC Affiliate program enables personal and commercial
Internet sites, as well as *Internet* Service Providers, to create an
ongoing source of revenue, as well as a discount on their own purchases,
from the operation of their *Internet* sites. The Affiliates Program pays
associates a 3% commission on the first sale to each *referred* *customer*
and a recurring 1/2% commission on all subsequent purchases made by
referred *customers* at AnythingPC's *Internet* storefronts.
    Affiliate members have access to real-time reports where they can
track all *referral* sales and commission reports. AnythingPC will issue
commission payments monthly once the commission due reaches $50.
    Robert C. Schick, AnythingPC's President and Chief Executive Officer,
stated, "Because of the weight placed on a referral from a friend, relative
or co-worker to buy from us, we created the Affiliates Program to
capitalize on our reputation and product offerings. Through the ability to
track a customer's purchase from a *Web* site banner ad, as well as any
purchases made with us directly, we think this ongoing commission is a
great incentive to partner with us."
    Anything *Internet* reported record revenues for the third quarter of
fiscal 1999 ending March 31, 1999, of $751,934, an increase of 707% from
the same period a year ago. The loss per share for the quarter was $(0.04)
compared to ($0.25) for the same period a year ago. Revenues for the nine
months were a record $2,403,629, an increase of 2,325% for the same period
a year ago. The loss per share for the nine months was ($0.12) compared to
($1.35) for the same period a year ago.
    Anything *Internet* Corporation, headquartered in Colorado Springs,
Colo., with a business-to-business sales and support office in Tampa, Fla.,
is a publicly held *Internet* e-commerce holding company. Through its
wholly owned subsidiaries, Anything *Internet* operates *Internet*

storefronts *www*.anythi●pc.com, *www*.anythingmac.com a● *www*
.anythingunix.com, and s●ls over 201,000 different compu●r hardware,
software and peripheral products. Anything *Internet*'s e-commerce enabling
technology provides its customers with exceptional product choices,
superior pricing and delivery options, and easy-to-use search and purchase
capabilities. Banyan Corporation (OTC BB:BANY) owns 26 percent of Anything
Internet's Common Stock.

    The Private Securities Litigation Reform Act of 1995 provides a "safe
harbor" for forward-looking statements. Certain information included in
this press release (as well as information included in oral statements or
other written statements made or to be made by Anything *Internet*
Corporation) contains statements that are forward-looking, such as
statements relating to the future anticipated direction of the
high-technology industry, plans for future expansion, various business
development activities, planned capital expenditures, future funding
sources, anticipated sales growth and potential contracts. Such
forward-looking information involves important risks and uncertainties that
could significantly affect anticipated results in the future and,
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How much is your customer database worth?
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Air Conditioning, Heating & Refrigeration News, p10
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Take your pick: There are any number of reasons why contractors would want
to know what their customer list is worth. The bottom line, though, is the
bottom line.
    DAVID S. TAYLOR AND RICHARD HARSHAW, BRYANT HEATING & COOLING SYSTEMS
    PART 1 OF 2
    As financial consultants, we often are asked, 'How do I know how much
my business is worth?'
    While there are standard methods for valuing a business, there are
several factors that we group together under the umbrella of 'goodwill.'
Goodwill encompasses items such as a good management team, great location,
good employee relations, your company's reputation in the community and,
most important, your customer database.
    These items may be considered assets in the sale of your business, but
there isn't a clear-cut way for a buyer to quantify their value.
    Your company name may have been around for many years, but it may not
be well known in the community.

Your management team may not have the necessary qualifications to grow and expand.

Your location's value changes constantly as communities expand.

Employees frequently change jobs, and assessing their relations with the company often is difficult to do.

But the worth of one business intangible that we believe can be quantified is that of your customer database.

FOR WHAT IT'S WORTH

For you to 'sell' the database, you must prove its value to the buyer. Think about buying a car from its current owner. If you were the buyer, you would want to test-drive the vehicle before you made an offer on it.

If you were the seller, you would provide the title, registration, and service record of the car to the buyer. If you could show that you kept the car in good condition, its value would reflect that care.

Your customer database is similar. If you want to maintain – and even enhance – its value, you must take care of it and keep good records to prove that it is an asset worth acquiring.

To ensure – and prove – that your customer database is in good condition, we've outlined a few techniques to adopt now. While some of them might seem time-consuming, you will see your efforts pay off when you're ready to sell your business, as well as while you're in business.

Customer surveys:

Upscale car companies are obsessed with keeping loyal customers satisfied. You should follow that lead by conducting a survey that samples 10% of your recent customers (most business experts agree that only the customers you have served over the last two years are active customers), to gauge their satisfaction with your services and products.

Satisfied customers will likely buy from you again, so surveys can be quite helpful in gauging your current success in the field. Survey questions, which should be changed as your business offerings change, should also cover your customer service efforts, to determine which are most effective.

Customer satisfaction ratings also can be used as an incentive to managers.

Referrals:

Referrals are an excellent way of showing that you have satisfied customers who would buy from you again. You may frequently hear about an existing *customer* who *refers* a new *customer* to you, but do you keep *track* of these *referrals*?

Can you say that 30% of all the jobs you completed over the last two years were from referrals? Attributing almost one-third of your business to referrals would be a great testimonial to your dealership's reputation and level of customer satisfaction.

The best way to gather this information is to ask the potential customer why he/she selected your company. Instruct all personnel who answer the phone to ask callers whether they saw your newspaper, radio or TV ad; consulted the Yellow Pages listing; or got a *referral* from an existing *customer*.

Use a tracking method on your message or estimate sheets, or service workorders, and review the process monthly to see which method works best.

Frequent customer contact:

If you haven't contacted a customer in the last two years, he or she has probably moved or started buying from someone else.

A quarterly newsletter is an excellent way to keep in touch with your customers, position yourself as an authority on indoor comfort, and generate new sales.

Today, most of the popular word processing packages have simple-to-use newsletter templates. If you choose to solicit the help of a professional, the Yellow Pages are a good source of vendors who can help you create a newsletter quickly and inexpensively.

Jobsite feedback cards:

Do your mechanics and installers distribute jobsite feedback cards? They should, because it shows that you care about your customer's satisfaction and indoor comfort.

Through the responses, you can prove to a prospective buyer of your business how many of your customers are satisfied and would buy from you again.

12/16

Keeping track of the ██ cards should be an easy task; m██y hvac manufacturers provide s██ware to help you. For instance, <u>at Bryant, we have a program that tracks the lead source</u>, <u>how many closes you got per source, and the dollars generated per lead.</u>

Follow-up calls:

Progressive contractors make follow-up calls and keep track of the results. Some customers may not return feedback cards, but will talk to you about their job if you call them.

If the customer response is negative, the staff person following up should have the authority to take the actions necessary to make the customer happy. In this way, you ensure that customers are satisfied and give greater value to your database.

Workshops:

Several manufacturers and training companies give workshops on how to enhance customer satisfaction and keep track of the results. If you haven't been to one of these recently, make it a priority.

Stat stickers:

Many dealers use only plenum stickers. These are often ineffective; many people never see them. Installers affix them in out-of-the-way places, such as a return-air plenum in a crawl space or attic.

Consider using thermostat stickers instead. That's where most homeowners look when they have a problem with their comfort system.

If you can show a potential buyer of your business that you use thermostat stickers, you can show that more of your existing customers are apt to call you rather than a competitor when they have problems.

Yellow Pages listings:

Use your ongoing tracking system to put a dollar value on these calls.

On-line information:

Consider the increased value of your customer database if you can reach a portion of it via e-mail.

With some 14.5 million U.S. households with *Internet* access, and 30% of U.S. households purchasing multimedia PCs, this electronic medium could provide a means of inexpensive advertising to someone interested in buying from your business.

E-mail can also serve as a great tool to remind service contract customers to schedule their tune-ups.

Customer satisfaction letters:

If customers have sent you letters commending your company's service, post them, frame and hang them in a public area, or collect and arrange them in a presentation book to show to a prospective buyer.

Compiling evidence of your company's goodwill is an important step in evaluating the overall value of your business. Though some of the techniques we've suggested require constant monitoring, they will boost the worth of your customer database over the long term.

David S. Taylor and Richard Harshaw are financial/management consultants for Bryant Heating & Cooling Systems, and conduct a variety of dealer business development and financial workshops. For more information, call 800-822-4215; david.s.taylor@ carrier.utc.com and richard. harshaw@carrier.utc.com (e-mail).

5/9/14   (Item 1 from file: 148)

13)16

09756910   SUPPLIER NUMBER: 19770157   (THIS IS THE FULL TEXT)
Cross-prospecting draws leads. (insurance agents, developing proactive ways

TEXT:

Okay, if you have been in business for more than five minutes, then you already understand how important cross-selling is.

You know that you'll be rewarded with new revenues by selling additional policies, coverages and higher limits to existing insureds.

This activity, while it's smart business and essential to account retention, certainly isn't new or even unique to our industry. Every sales professional at least thinks about selling add-ons and upgrades.

But do these same pros take cross-selling outside the confines of their office? Do you?

Virtually every business you now insure and each new commercial account you write can be cross-sold -- and cross-prospected. The first term is very well known; the second is not. Here's what cross-prospecting is and how it can work in your operation.

Simply put, cross-prospecting is a proactive manner in which to ask for referrals. It's an uncomplicated process that can help you identify potential prospects from within and beyond your base of existing insureds.

And everybody loves referrals. Because once a name is provided or an introduction is made -- you can approach the prospect as an insider -- not as a phone-to-phone salesperson. After all, a common business *client* has *referred* you.

Nonetheless, asking for referrals can be downright discomforting -- even for the veteran agent. (Good times to ask are after you have settled a particularly difficult claim, placed a hard-to-write coverage, delivered a new policy, or are going over a first renewal.)

Some producers ask for the names of other businesses they can help -- by quickly going through the motions -- only to satisfy themselves or their managers that they've asked. And worse, they may abruptly back off from their entreaty if no names instantly come to their insured's mind.

This humble request is often more difficult than asking for the original sale -- with the unsuccessful result being an uncomfortable agent, an unhelpful insured and few or no new prospects to contact.

Cross-prospecting adds methodology to this madness. Instead of appealing to your insured to give you a referral -- any referral -- this technique can help you to help them to help you.

Guide them through the referral process just like you would shepherd them through the fact-gathering process for a commercial lines proposal. However, this time, your goal is to discover and tap into your business client's network of customers, suppliers and others. And once you successfully tap in -- by writing new clients who have a relationship with your original insured -- you can use the process again to drill down into the new policyholder's network.

Used consistently over time, this technique can help you to build a steadily growing and interconnected base of commercial lines leads, (What we now term "cross-prospecting" was originally introduced as "mother-child" target marketing in my Agency Ideas newsletter in 1994.)

The Cross-Prospecting Checklist (see sample below) is your primary referral-mining tool. With it, you can select from a pre-written list of potential cross-prospects, organized by their relationship with an insured.

How you elect to use the chart is up to you. You may wish to ask only for the names of businesses that tie into your agency's or company's targets, niches or strengths. Or, if you're a committed generalist, you can shoot for the names of any insurable firm that maintains a symbiotic relationship with your client. Of course, some businesses will have a closer relationship than others; e.g., primary suppliers and sub-contractors. These sales leads should be among the first that you contact.

You can also use the checklist to do more than pull *referred* leads from a single commercial *client*. By, comparing the *referred* names and

relationships you have c⬤lected for scores of clients, ⬤ can spot trends -- and identify shared b⬤iness contacts, like attorneys,⬤ccountants, suppliers and customers.

This cross-*tracking* of *referrals* from among many insureds can make it far easier to go after the prospects to whom you have been *referred*.

With more than one business client in common, you will be less hesitant to make the initial contact -- and the prospect should be more willing to accept your call. And when your cross-tracking reveals that the same names are repeatedly popping up -- congratulations -- you have uncovered a new center of influence. If you can successfully tap into its core, you'll have hit a home run in the world of referrals.

Furthermore, make certain that your cross-prospecting checklist collects the names of the trade associations (local, statewide, and beyond) to which a commercial client belongs. It's useful to know if you have several clients who are active in the same associations. Gaining an "in" to these organizations is much easier when you insure clients who are officers, directors or committee members. The only way to find out is to ask.

The ultimate prize is an association-sponsored program -- but even without it -- these groups can be a hotbed of cross-prospecting referrals.

* Tip: if an insured has a strong relationship with the editor or publisher of an association magazine or newsletter, you may be able to generate future leads by becoming the insurance resource person (or columnist) for the trade publication. Ask your client(s) for a growing introduction.

* Final tips: Take 15 minutes to go over the checklist with your insured, in person. Don't mail or leave the checklist with your client to be returned to you later. Chances are you may never get it back.

And remember referrals are not a random act of kindness. They are one of the many rewards for doing your job right. And cross-prospecting, along with cross-selling, can help you to earn valuable dividends from virtually every commercial client you presently protect.

* Sample Cross-Prospecting Chart:

The situation: You are a generalist agency and are cross-prospecting an auto parts wholesaler you have recently written. (Tip: create a separate checklist for each major industry in which you have clients.)

Your goals:

* To complete the checklist with your client -- to obtain the names of businesses that maintain a supplier or buyer relationship with your auto parts wholesaler.

* To obtain permission to use your client's name as an insurance reference.

* To obtain a signed letter of introduction to each referral. (Tip: Once you have collected the names, return with a set of fully written and individually addressed letters printed on a blank white page for your insured to photocopy onto his letterhead and sign. Return to your office with a set of your client's envelopes to address and mail out.)

* Insured's name:
* Date:
* Completed by:

Obtain name of insurance contact, plus standard business information for each of the following.

Primary customers:
* Gas stations.
* Collision shops.
* Muffler shops.
* Auto parts retailers.
* Retail stores with auto parts department.
* Other.

Business service providers:
* Auto parts manufacturers (other than major carmakers).
* Professionals (lawyer, accountant, employment agent, travel agent).
* Artisan contractors (electricians, plumbers, painters).
* Janitorial service.
* Landscape service.
* Incoming and outgoing delivery services.

* Local computer/*Internet* and copier maintenance company.
* Office furniture/supplies company.
* Landlord(s).
* Printer.
* Bank.
* Other.
Friendly competitors:
* Other local and regional auto parts wholesalers.
* Nearby business neighbors, regardless of industry.
Trade associations:
* Local and statewide members and officers of trade associations to which the wholesaler belongs.
* Publisher or editor of trade association's magazine.
Employees:
* Businesses owned or managed by employee's spouses or families.
* For group and individual policies covering personal insurance and financial service needs.
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